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**United States Patent** [19]**Elmer**[11] **Patent Number:** **5,711,100**[45] **Date of Patent:** **Jan. 27, 1998**[54] **VEHICLE ADVERTISING SIGN, SYSTEM  
AND METHOD**[76] **Inventor:** William A. Elmer, 1010 Temple Grove  
Ct., Winter Park, Fla. 32789[21] **Appl. No.:** 74,598[22] **Filed:** Jun. 14, 1993[51] **Int. Cl.<sup>6</sup>** ..... G09F 21/04[52] **U.S. Cl.** ..... 40/592; 40/600; 248/206.5[58] **Field of Search** ..... 40/592, 600, 621,  
40/591; 248/206.5, 634; 224/309, 317,  
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*Primary Examiner*—Brian K. Green[57] **ABSTRACT**

An advertising display for use above the roof of a vehicle comprises a rigid elongated and enclosed advertising member, which is of substantially triangular cross section and which can be reversibly mounted on a metallic roof with the use of magnets affixed within receptacles in the base of the display. Apparatus is provided for storing a plurality of the advertising members in a space-conserving fashion.

**6 Claims, 3 Drawing Sheets**